

USER'S GUIDE

Regional/Local Advertising Materials SME Campaign

The SME Team has created a complete range of newspaper, magazine, TV, in-branch and mail promotional tools that you can use to connect local campaigns to the national campaign. To allow the national campaign to 'seed' the market, we recommend beginning your regional or local program in early March 2007.

If you have specific questions regarding the materials, access to art, reproduction or media, contact **your Provincial Central representative** for assistance or Credit Union Central of Canada.

THE TOOLS:

Determine the kind of media tools that work best in your community. You'll find lots of choices and each one adapts easily to make room for your logo and phone number at the bottom (or for a local announcer tag in the television).

The material files provide you with print-ready pdfs. Just choose the appropriate art or commercial, incorporate your logo and phone number, and the material is ready to go to the publication or the printer. Media representatives or printing company representatives can help you adapt the art in sizing, and add logos/text in the blank space provided.

it's **WHO** you know.

business banking @ CANADA'S CREDIT UNIONS



NEWSPAPER:

There are a variety of newspaper ads to ADAPT for your local campaign. Here are a few tips:

- Choose the largest size you can afford to run three times.
- Determine if your budget accommodates full colour or black and white.
- If there is a business section in your local newspaper, run it there.
- Make sure your phone number is in larger, bold text beside your logo - add a real name to increase contact.

Newspaper material choices include -

Black and White

- 1/8 page size
- 1/4 page size
- banner size
- 3/4 page size, treatment #1
- 3/4 page size, treatment #2

Full Colour

- 1/8 page size
- 1/4 page size
- banner size
- 3/4 page size, treatment #1
- 3/4 page size, treatment #2

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because formulas
don't replace thinking

BUSINESS IS BANKING AT
CANADA'S CREDIT UNIONS

Perhaps it's our flexibility when it comes to operating lines, commercial mortgages, on-line banking and merchant accounts. Or maybe it's simply the fact that when you call, there's always a familiar voice on the other end of the line. Either way, no matter how big your business is, now you don't have to figure it out alone just because you're on your own.

Call locally or visit nationally
www.CanadasCreditUnions.com
And experience the difference we can make to your business.

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YOUR LOGO AND
CALL-TO-ACTION GOES HERE.

BECAUSE
BUSINESS OWNERS
HAVE BABIES...

because entrepreneurs come in odd sizes
because formulas don't replace thinking
because there are good days and bad days
because respect makes you rich inside.

BUSINESS IS BANKING AT
CANADA'S CREDIT UNIONS

Canada's credit unions offer business banking in all shapes and sizes. Spending time, mortgages, accessible expertise, on-line services, big loans and small. To reflect the difference the size offers understanding, flexibility and responsiveness. So no matter how busy the time get between business ongoing and life happening, you won't have to figure it out alone just because you're on your own.

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YOUR LOGO AND
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Many optional creative treatments available.

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MAGAZINE

There are several magazine ad treatments in different sizes for you to ADAPT. Add your logo, phone number and other info as required. Here are a few tips.

- Choose the size that allows you use the ad three times.
- Determine if your budget accommodates full colour or black and white.
- Run the ads during the early to late spring months (not in the summer).
- Ensure the magazine you select has a business audience (includes agriculture if that is relevant).
- Make sure your phone number at the bottom is large and include a real name for contact to increase response.

Magazine material choices include –

Black and White

- 2/3 page size
- 1/2 page size
- full page size, treatment #1
- full page size, treatment #2

Full Colour

- 2/3 page size
- 1/2 page size
- full page size, treatment #1
- full page size, treatment #2

BECAUSE BUSINESS OWNERS KNOW EQUITY STARTS AS A LIQUID...

BUSINESS IS BANKING AT CANADA'S CREDIT UNIONS

Credit unions offer business banking that is open-minded. So whether you get a mortgage or an operating line, a loan or on-line accounts, here's the rational part: Size, age, global or local, colour of hair – who cares? What matters is a smart plan and real loans – what matters is finding answers, together. Because at a credit union, you don't have to figure it out alone just because you're on your own.

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And experience the difference we can make to your business.

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YOUR LOGO AND CALL-TO-ACTION GO HERE

BECAUSE BUSINESS OWNERS HAVE BABIES...

BUSINESS IS BANKING AT CANADA'S CREDIT UNIONS

Canada's credit unions offer business banking in all shapes and sizes. Operating lines, mortgages, accessible expertise, on-line services, big loans and small. So what's the difference? We also offer understanding, flexibility and responsiveness. So no matter how busy the lines get between business and life, the happiness, you won't have to figure it out alone just because you're on your own.

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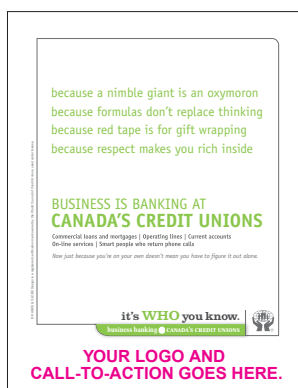
IN-BRANCH

There are large (18" x 24" and 24" x 36") posters, small (8 1/2" x 11") posters and table top cards to choose from. Any quality local printer can help you with this or group together through your Provincial Central to lower costs.

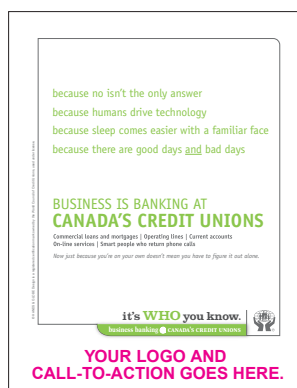
- The posters promote and connect to the overall campaign.
- Position posters in high business traffic areas (both inside the branch and, if possible, with local merchants).
- The tent cards can be positioned at reception or on business employee desks.

In-Branch material choices include –

Small Format Poster

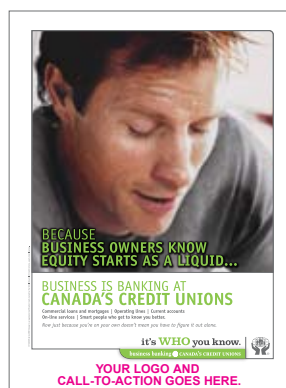


Treatment #1

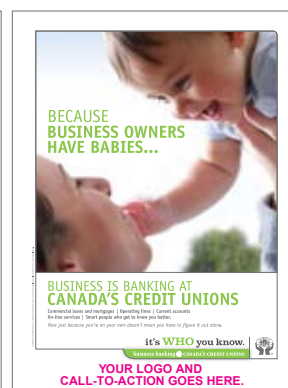


Treatment #2

Large Format Poster



Treatment #1



Treatment #2

Tent Card



Front #1



Front #2



Common Back

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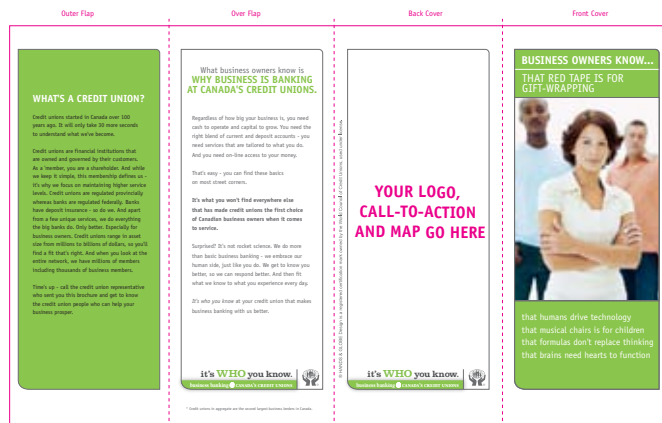
DIRECT MAIL - BROCHURE/LETTER

There is a brochure that you can either customize for mailing to local business owners or display in your branch. Work with other credit unions in your region to reduce printing costs.

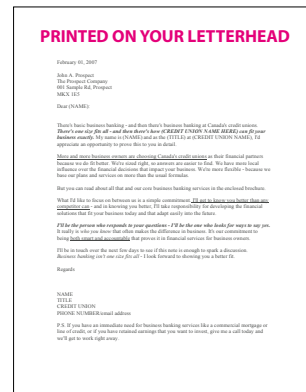
- There is room for your credit union logo and contact information on the back of the brochure. Include a simple map if possible.
- There are two letters with a P.S. to change depending on what you want to achieve; one is straight business banking - the other references personal banking.
- The letter has been provided in Microsoft Word so you can easily personalize the letter by inserting the mailing address and contact name, salutation, your name and contact information and your signature. Personalize the letter wherever possible to increase response.
- Lists of prospects can be acquired by contacting local magazines, Chambers of Commerce or other associations that include entrepreneurs.

Direct Mail material includes –

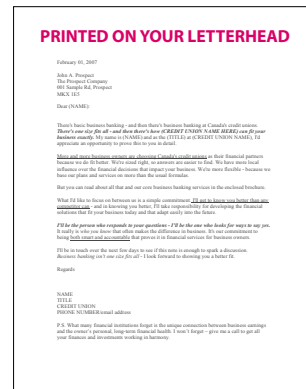
Brochure



Letter, treatment #1



Letter, treatment #2



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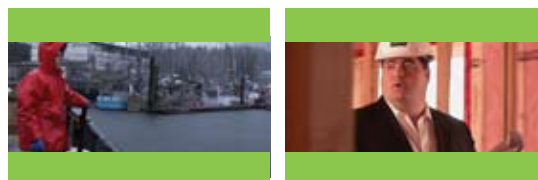


TELEVISION

There are two 30-second commercials for you to ADAPT AND TAG. You'll need to provide the television station with a Beta tape. Please contact your provincial central representative and she/he will arrange to have the tape shipped to you for a fee of \$184.

To view the commercials, follow these instructions:

- (1) Visit www.bizwyk.com
- (2) Click on the Campaign Toolkit
- (3) Click on Regional & Local Collateral
- (4) View Television spots (Windows Movie Player)
- (5) Contact your Provincial Representative for assistance.



Here are a few tips.

- Only use television if your local TV station is strong in your market.
- Have the TV station add a five second announcer tag that identifies your credit union and a phone number. Add your logo/phone number as a graphic at the end - that is displayed while the announcer is speaking.
- Sample Announcer Tag: "IN (YOUR COMMUNITY), CONTACT (CREDIT UNION NAME) AT (PHONE NUMBER)"
- Add the spot to local news, sports and weather coverage, etc.
- Avoid daytime programming - your target audience is at work and will miss your message.

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